

Janice Arnold-Jones for Con Dates: 09/04/12-09/10/12

Janice Arnold-Jones for Con
Adam Turner

KRQE
Jim Giudicessi
jim.giudicessi@kasa.com
(505)998-9530

310-601-6272

Proposal ID: 22083

Description: Janice Arnold-Jones

Flight: 09/04/12-09/10/12

Books: KRQE: May Share to Nov TP
Estimate Book



202728

Program		September		Total	Length	Primary A35+ Rtg CPP	
09/03	09/10						
KRQE							
KRQE News 13 @ 5a	:30	\$50	\$50	\$250	:30	May Share to Nov TP Estimate Book	1.5 \$33
M-F 5-6 AM	5 TFN Units	4	1	5			
	CPP			\$33			
	GRP			7.5			
KRQE News 13 @ 6a	:30	\$100	\$100	\$500	:30	May Share to Nov TP Estimate Book	1.7 \$59
M-F 6-7 AM	5 TFN Units	4	1	5			
	CPP			\$59			
	GRP			8.5			
The Early Show	:30	\$150	\$150	\$600	:30	May Share to Nov TP Estimate Book	1.9 \$79
M-F 7-9 AM	3 TFN Units	3	1	4			
	CPP			\$79			
	GRP			7.6			
KRQE News Saturday Morning	:30	\$75		\$75	:30	May Share to Nov TP Estimate Book	1.4 \$54
Sa 7-8 AM	3 TFN Units	1		1			
	CPP			\$54			
	GRP			1.4			
KRQE News Sunday Morning	:30	\$100		\$100	:30	May Share to Nov TP Estimate Book	1.7 \$59
Su 7-8 AM	4 TFN Units	1		1			
	CPP			\$59			
	GRP			1.7			
CBS Sunday Morning News	:30	\$250		\$250	:30	May Share to Nov TP Estimate Book	4.4 \$57
Su 8-9:30 AM	4 TFN Units	1		1			
	CPP			\$57			
	GRP			4.4			
The Price Is Right	:30	\$300		\$300	:30	May Share to Nov TP Estimate Book	4.1 \$73
M-F 11-12 PM	3 TFN Units	1		1			
	CPP			\$73			
	GRP			4.1			
KRQE News 13 @ Noon	:30	\$275	\$275	\$1,100	:30	May Share to Nov TP Estimate Book	4.7 \$59
M-F 12-12:30 PM	3 TFN Units	3	1	4			
	CPP			\$59			
	GRP			18.8			
Dr. Phil (SYN)	:30	\$175	\$175	\$875	:30	May Share to Nov TP Estimate Book	2.3 \$76
M-F 3-4 PM	3 TFN Units	4	1	5			
	CPP			\$76			
	GRP			11.5			
KRQE News 13 @ 4P	:30	\$550		\$1,650	:30	May Share to Nov TP Estimate Book	4.4 \$125
M-F 4-4:30 PM	2 TFN Units	3		3			
	CPP			\$125			
	GRP			13.2			
KRQE News 13 @ 430P	:30	\$550	\$550	\$1,650	:30	May Share to Nov TP Estimate Book	5.5 \$100
M-F 4:30 PM-5 PM	2 TFN Units	2	1	3			
	CPP			\$100			
	GRP			16.5			
KRQE News 13 @ 530P	:30	\$325	\$325	\$975	:30	May Share to Nov TP Estimate Book	6.3 \$52
M-F 5:30-6 PM	4 TFN Units	2	1	3			
	CPP			\$52			
	GRP			18.9			
KRQE News 13 @ 10P	:30	\$550	\$550	\$2,200	:30	May Share to Nov TP Estimate Book	9.9 \$56
M-F 10-10:35 PM	5 TFN Units	3	1	4			
	CPP			\$56			
	GRP			39.6			

Program		September			Length	Primary A35+	
		09/03	09/10	Total		Rtg	CPP
KRQE News 13 @ 10P Sat Sa 10-10:35 PM	5 TFN	:30	\$325	\$325	:30	May Share to Nov TP Estimate Book	7.1
	Units	1		1			
	CPP			\$46			
	GRP			7.1			
KRQE News 13 @ 10P Sun Su 10-10:35 PM	4 TFN	:30	\$500	\$500	:30	May Share to Nov TP Estimate Book	6.9
	Units	1		1			
	CPP			\$72			
	GRP			6.9			

PROPOSAL SUMMARY		September			DEMO SUMMARY	
		09/03	09/10	Total	A35+	
Albuquerque-Santa Fe	Total \$	\$9,175	\$2,175	\$11,350		
	Units	34	8	42		
	GRPs	133.9	33.8	167.7		167.7
	CPP	\$69	\$64	\$68		\$68
	Reach	44.7	24.1	51.2		51.2
	Frequency	3.0	1.4	3.3		3.3

MONTHLY SUMMARY (PRIMARY DEMO ONLY)		September	
		Total \$	
Albuquerque-Santa Fe	Units	42	
	GRP	167.7	
	CPP	\$68	
	Reach	51.2	
	Frequency	3.3	

SIGNATURE

DATE

Janice Arnold-Jones for Congress Dates: 09/04/12-09/10/12

Janice Arnold-Jones for Congress

Adam Turner

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Description: Janice Arnold Jones9.4 - 9.1

Flight: 09/04/12-09/10/12



Weekly Summary (A35+)

Week	Units	%Units	Total \$	%Total \$	GRP	%GRP	GI	%GI	CPP	CPM	Reach	Frequency
All Weeks	42	100%	\$11,350.00	100%	167.7	100%	1,576	100%	\$68	\$7	51.2	3.3
09/04/12	34	81%	\$9,175.00	81%	133.9	80%	1,258	80%	\$69	\$7	44.7	3.0
09/10/12	8	19%	\$2,175.00	19%	33.8	20%	318	20%	\$64	\$7	24.1	1.4

Spot Manager: All, 09/04/12-09/10/12



Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Len	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 09/04/12												
Station: KRQE												
	POL/Janice Ari	202728	M-F KRQE News	KRQE News	:30	P5	[ALL]	JANICE AR		5:38:03 AM		\$50.00
	POL/Janice Ari	202728	M-F KRQE News	KRQE News	:30	P5	[ALL]	JANICE AR		6:32:35 AM		\$100.00
	POL/Janice Ari	202728	CBS This Mornin	CBS Early St	:30	P3	[ALL]	JANICE AR		8:53:30 AM		\$150.00
	POL/Janice Ari	202728	Price is Right	11a-12p	:30	P3	[ALL]	JANICE AR		11:28:56 AM		\$300.00
	POL/Janice Ari	202728	M-F KRQE News	12p-1230p	:30	P3	[ALL]	JANICE AR		12:12:43 PM		\$275.00
	POL/Janice Ari	202728	Dr. Phil	3p-4p	:30	P3	[ALL]	JANICE AR		3:24:29 PM		\$175.00
	POL/Janice Ari	202728	M-F KRQE News	4p-430p	:30	P2	[ALL]	JANICE AR		4:16:35 PM		\$550.00
	POL/Janice Ari	202728	KRQE News 13	(530p-6p	:30	P4	[ALL]	JANICE AR		5:50:59 PM		\$325.00
	POL/Janice Ari	202728	LN M-F	10p-1035p	:30	P5	[ALL]	JANICE AR		10:09:00 PM		\$550.00
												\$2,475.00
												\$2,475.00

Date: 09/05/12

Station: KRQE												
	POL/Janice Ari	202728	M-F KRQE News	KRQE News	:30	P5	[ALL]	JANICE AR				\$50.00
	POL/Janice Ari	202728	M-F KRQE News	KRQE News	:30	P5	[ALL]	JANICE AR		5:26:02 AM		\$50.00
	POL/Janice Ari	202728	M-F KRQE News	KRQE News	:30	P5	[ALL]	JANICE AR		6:19:10 AM		\$100.00
	POL/Janice Ari	202728	M-F KRQE News	KRQE News	:30	P5	[ALL]	JANICE AR		6:52:05 AM		\$100.00
	POL/Janice Ari	202728	CBS This Mornin	CBS Early St	:30	P3	[ALL]	JANICE AR		7:13:04 AM		\$150.00
	POL/Janice Ari	202728	CBS This Mornin	CBS Early St	:30	P3	[ALL]	JANICE AR		8:08:03 AM		\$150.00
	POL/Janice Ari	202728	CBS This Mornin	CBS Early St	:30	P3	[ALL]	JANICE AR		8:24:07 AM		\$150.00
	POL/Janice Ari	202728	Price is Right	11a-12p	:30	P3	[ALL]	JANICE AR		11:29:26 AM		\$300.00
	POL/Janice Ari	202728	M-F KRQE News	12p-1230p	:30	P3	[ALL]	JANICE AR		12:05:17 PM		\$275.00
	POL/Janice Ari	202728	M-F KRQE News	12p-1230p	:30	P3	[ALL]	JANICE AR		12:21:19 PM		\$275.00
	POL/Janice Ari	202728	Dr. Phil	3p-4p	:30	P3	[ALL]	JANICE AR		3:34:17 PM		\$175.00
	POL/Janice Ari	202728	Dr. Phil	3p-4p	:30	P3	[ALL]	JANICE AR		3:51:53 PM		\$175.00
	POL/Janice Ari	202728	M-F KRQE News	4p-430p	:30	P2	[ALL]	JANICE AR		4:08:30 PM		\$550.00
	POL/Janice Ari	202728	M-F KRQE News	4p-430p	:30	P2	[ALL]	JANICE AR		4:26:45 PM		\$550.00
	POL/Janice Ari	202728	M-F KRQE News	430p-5p	:30	P2	[ALL]	JANICE AR		4:47:05 PM		\$550.00
	POL/Janice Ari	202728	M-F KRQE News	430p-5p	:30	P2	[ALL]	JANICE AR		4:58:26 PM		\$550.00
	POL/Janice Ari	202728	KRQE News 13	(530p-6p	:30	P4	[ALL]	JANICE AR		5:43:33 PM		\$325.00
	POL/Janice Ari	202728	KRQE News 13	(530p-6p	:30	P4	[ALL]	JANICE AR		5:58:13 PM		\$325.00
	POL/Janice Ari	202728	LN M-F	10p-1035p	:30	P5	[ALL]	JANICE AR		10:18:26 PM		\$550.00
												\$5,350.00
												\$5,350.00

Date: 09/06/12

Station: KRQE												
	POL/Janice Ari	202728	M-F KRQE News	430p-5p	:30	P2	[ALL]	JANICE AR				\$550.00
	POL/Janice Ari	202728	M-F KRQE News	KRQE News	:30	P5	[ALL]	JANICE AR				\$50.00
	POL/Janice Ari	202728	M-F KRQE News	KRQE News	:30	P5	[ALL]	JANICE AR		6:12:45 AM		\$100.00
	POL/Janice Ari	202728	M-F KRQE News	12p-1230p	:30	P3	[ALL]	JANICE AR		12:28:11 PM		\$275.00
	POL/Janice Ari	202728	Dr. Phil	3p-4p	:30	P3	[ALL]	JANICE AR		3:16:31 PM		\$175.00
	POL/Janice Ari	202728	LN M-F	10p-1035p	:30	P5	[ALL]	JANICE AR		10:27:06 PM		\$550.00
												\$1,700.00
												\$1,700.00

Date: 09/07/12

Station: KRQE												
	POL/Janice Ari	202728	Dr. Phil	3p-4p	:30	P3	[ALL]	JANICE AR				\$175.00
	POL/Janice Ari	202728	M-F KRQE News	KRQE News	:30	P5	[ALL]	JANICE AR		5:46:06 AM		\$50.00
	POL/Janice Ari	202728	M-F KRQE News	KRQE News	:30	P5	[ALL]	JANICE AR		6:52:05 AM		\$100.00
												\$325.00
												\$325.00

Date: 09/08/12

Station: KRQE												
	POL/Janice Ari	202728	LN Sa	10p-1035p	:30	P5	[ALL]	JANICE AR		10:17:57 PM		\$325.00
												\$325.00
												\$325.00

Date: 09/09/12

Station: KRQE

[Sorted by: Date]

Spot Manager: All, 09/04/12-09/10/12

in media

Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
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Date: 09/09/12

Station: KRQE

POL/Janice Arri	202728 KRQE News Sun	7a-8a	:30	P4	[ALL]	JANICE AR	7:34:00 AM	\$100.00
POL/Janice Arri	202728 LN Su	10p-1035p	:30	P4	[ALL]	JANICE AR	10:18:05 PM	\$500.00
								\$600.00
								\$600.00

Date: 09/10/12

Station: KRQE

POL/Janice Arri	202728 LN M-F	10p-1035p	:30	P5	[ALL]	JANICE AR	10:08:05 PM	\$550.00
								\$550.00
								\$550.00
								11,325.00

[Sorted by: Date]

Order #202728: BSC Inc/POL/Janice../JANICE ARN../

media

Spot	Air Date	Spot	Line	Air Time	Day	Order	Inventory	Length	Rate	1	Pri	Rev	Spo	Ad-ID	Makegood Info	State	Reason	State Change	Expected
09/04/12	Placec	1	5:38 AM	Tu		KRQE	News 1	:30	\$50.00	P5		AG`NM						User Place	\$0.00
09/04/12	Placec	3	6:33 AM	Tu		KRQE	News 1	:30	100.00	P5		AG`NM						User Place	\$0.00
09/04/12	Placec	5	8:54 AM	Tu		CBS	Early Shc	:30	150.00	P3		AG`NM						User Place	\$0.00
09/04/12	Placec	10	11:29 AM	Tu		Price	Is Right	:30	300.00	P3		AG`NM						User Place	\$0.00
09/04/12	Placec	11	2:13 PM	Tu		KRQE	News 1	:30	275.00	P3		AG`NM						User Place	\$0.00
09/04/12	Placec	13	3:24 PM	Tu		Dr. Phil		:30	175.00	P3		AG`NM						User Place	\$0.00
09/04/12	Placec	15	4:16 PM	Tu		KRQE	News 1	:30	550.00	P2		AG`NM						User Place	\$0.00
09/04/12	Placec	18	5:51 PM	Tu		KRQE	News 1	:30	325.00	P4		AG`NM						User Place	\$0.00
09/04/12	Placec	20	0:09 PM	Tu		M-F	KRQE Ne	:30	550.00	P5		AG`NM						User Place	\$0.00
09/05/12	Displa	1		W		KRQE	News 1	:30	\$50.00	P5		AG`NM							\$0.00
09/05/12	Displa	3		W		KRQE	News 1	:30	100.00	P5		AG`NM							\$0.00
09/05/12	Displa	11		W		KRQE	News 1	:30	275.00	P3		AG`NM							\$0.00
09/05/12	Displa	5		W		CBS	Early Shc	:30	150.00	P3		AG`NM							\$0.00
09/05/12	Displa	13		W		Dr. Phil		:30	175.00	P3		AG`NM							\$0.00
09/05/12	Displa	20		W		M-F	KRQE Ne	:30	550.00	P5		AG`NM							\$0.00
09/05/12	Placec	15	4:08 PM	W		KRQE	News 1	:30	550.00	P2		AG`NM					User Place		\$0.00
09/05/12	Placec	16	4:38 PM	W		KRQE	News 1	:30	550.00	P2		AG`NM					User Place		\$0.00
09/06/12	Displa	11		Th		KRQE	News 1	:30	275.00	P3		AG`NM							\$0.00
09/06/12	Displa	20		Th		M-F	KRQE Ne	:30	550.00	P5		AG`NM							\$0.00
09/06/12	Displa	13		Th		Dr. Phil		:30	175.00	P3		AG`NM							\$0.00
09/06/12	Displa	1		Th		KRQE	News 1	:30	\$50.00	P5		AG`NM							\$0.00
09/06/12	Displa	3		Th		KRQE	News 1	:30	100.00	P5		AG`NM							\$0.00
09/07/12	Displa	5		F		CBS	Early Shc	:30	150.00	P3		AG`NM							\$0.00
09/07/12	Displa	3		F		KRQE	News 1	:30	100.00	P5		AG`NM							\$0.00
09/07/12	Displa	13		F		Dr. Phil		:30	175.00	P3		AG`NM							\$0.00
09/07/12	Displa	1		F		KRQE	News 1	:30	\$50.00	P5		AG`NM							\$0.00
09/07/12	Displa	18		F		KRQE	News 1	:30	325.00	P4		AG`NM							\$0.00
09/07/12	Placec	15	4:09 PM	F		KRQE	News 1	:30	550.00	P2		AG`NM					User Place		\$0.00
09/07/12	Placec	16	4:37 PM	F		KRQE	News 1	:30	550.00	P2		AG`NM					User Place		\$0.00
09/08/12	Displa	7		Sa		Sa	7a-8a	:30	\$75.00	P3		AG`NM							\$0.00
09/08/12	Displa	22		Sa		Sa	KRQE Nev	:30	325.00	P5		AG`NM							\$0.00
09/09/12	Displa	23		Su		Su	KRQE Nev	:30	500.00	P4		AG`NM							\$0.00
09/09/12	Displa	8		Su		Su	7a-8a	:30	100.00	P4		AG`NM							\$0.00
09/09/12	Displa	9		Su		CBS	Sunday M	:30	250.00	P4		AG`NM							\$0.00
09/10/12	Displa	17		M		KRQE	News 1	:30	550.00	P2		AG`NM							\$0.00
09/10/12	Displa	6		M		CBS	Early Shc	:30	150.00	P3		AG`NM							\$0.00
09/10/12	Displa	14		M		Dr. Phil		:30	175.00	P3		AG`NM							\$0.00
09/10/12	Displa	2		M		KRQE	News 1	:30	\$50.00	P5		AG`NM							\$0.00
09/10/12	Displa	21		M		M-F	KRQE Ne	:30	550.00	P5		AG`NM							\$0.00
09/10/12	Displa	4		M		KRQE	News 1	:30	100.00	P5		AG`NM							\$0.00
09/10/12	Displa	19		M		KRQE	News 1	:30	325.00	P4		AG`NM							\$0.00
09/10/12	Displa	12		M		KRQE	News 1	:30	275.00	P3		AG`NM							\$0.00
																			350.00
																			\$0.00

DW TURNER

[Filtered by:] [Sorted by: Air Date]



Primary AE:	KRQE National House
Sales Office:	N-HOU
Sales Region:	Nat

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	WEEKLY
Agency Commission:	15%

New Business Thru: _____
 Order Separation: 00:15:00 _____
 Advertiser External ID: _____
 Agency External ID: _____

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	42	\$11,350.00	\$9,647.50	0.00
Totals	42	\$11,350.00	\$9,647.50	0.00

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
KROF National House			Start Of Order - End Of Order	100%

Order Share	Share	Total
KRQE	40%	\$11,350.00
Market	100%	\$28,375.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KASA	0%	\$0.00
KASY	0%	\$0.00
KBIM	0%	\$0.00
KLUZ	0%	\$0.00
KOAT	30%	\$8,512.50
KOB	30%	\$8,512.50
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KREZ	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	09/04/12	09/07/12	M-F KRQE News 13 @5a KRQE News 13 @5a	58M	KRQE News 13 @:-TWTF-- <i>2111</i>	:30	4	\$50.00	P5	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 09/03/12	09/09/12	-TWTF--	4	\$50.00	0.00							
N 2	All	09/10/12	09/10/12	M-F KRQE News 13 @5a KRQE News 13 @5a	58M	KRQE News 13 @M-----	:30	1	\$50.00	P5	0.00	NM	1	\$50.00

Order / Rev: 202728
 Alt Order #:
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: POL/Janice Arnold-Jones for Congress
 Product Desc: JANICE ARNOLD-JONES FOR CONGR
 Estimate: KRQE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	All	09/10/12	09/10/12	M-F KRQE News 13 @5a KRQE News 13 @5a		KRQE News 13 @M-----	:30	1	\$50.00	P5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		1		\$50.00		0.00				
N 3	All	09/04/12	09/07/12	M-F KRQE News 13 @6a KRQE News 13 @6a		KRQE News 13 @-TWTF--	:30	4	\$100.00	P5	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-TWTF--		4		\$100.00		0.00				
N 4	All	09/10/12	09/10/12	M-F KRQE News 13 @6a KRQE News 13 @6a		KRQE News 13 @M-----	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		1		\$100.00		0.00				
N 5	All	09/04/12	09/07/12	CBS This Morning CBS Early Show M-F 7a-9a	CM	CBS Early Show M-TWTF--	:30	3	\$150.00	P3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-TWTF--		3		\$150.00		0.00				
N 6	All	09/10/12	09/10/12	CBS This Morning CBS Early Show M-F 7a-9a	CM	CBS Early Show MM-----	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		1		\$150.00		0.00				
N 7	All	09/08/12	09/08/12	KRQE News Saturday Sa 7a-8a	CM	7a-8a -----S-	:30	1	\$75.00	P3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----S-		1		\$75.00		0.00				
N 8	All	09/09/12	09/09/12	KRQE News Sunday Su 7a-8a	CM	7a-8a -----S	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----S		1		\$100.00		0.00				
N 9	All	09/09/12	09/09/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a -----S	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----S		1		\$250.00		0.00				
N 10	All	09/04/12	09/07/12	Price is Right Price Is Right	CM	11a-12p -TWTF--	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-TWTF--		1		\$300.00		0.00				
N 11	All	09/04/12	09/07/12	M-F KRQE News 13 @12M KRQE News 13 @Noon	CM	12p-1230p -TWTF--	:30	3	\$275.00	P3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-TWTF--		3		\$275.00		0.00				
N 12	All	09/10/12	09/10/12	M-F KRQE News 13 @12M KRQE News 13 @Noon	CM	12p-1230p M-----	:30	1	\$275.00	P3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		1		\$275.00		0.00				
N 13	All	09/04/12	09/07/12	Dr. Phil Dr. Phil	CM	3p-4p -TWTF--	:30	4	\$175.00	P3	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-TWTF--		4		\$175.00		0.00				
N 14	All	09/10/12	09/10/12	Dr. Phil Dr. Phil	CM	3p-4p M-----	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		1		\$175.00		0.00				
N 15	All	09/04/12	09/07/12	M-F KRQE News 13 @4p KRQE News 13 @4p	CM	4p-430p -TWTF--	:30	3	\$550.00	P2	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-TWTF--		3		\$550.00		0.00				
N 16	All	09/04/12	09/07/12	M-F KRQE News 13 @430p KRQE News 13 @430p	CM	430p-5p -TWTF--	:30	2	\$550.00	P2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-TWTF--		2		\$550.00		0.00				

Order / Rev: 202728
 Alt Order #:
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: POL/Janice Arnold-Jones for Congress
 Product Desc: JANICE ARNOLD-JONES FOR CONGR
 Estimate: KRQE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	All	09/04/12	09/07/12	M-F KRQE News 13 @430M KRQE News 13 @430p	CM	430p-5p -TWTF--	:30	2	\$550.00	P2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/03/12	09/09/12	-TWTF--		2		\$550.00	0.00					
N 17	All	09/10/12	09/10/12	M-F KRQE News 13 @430M KRQE News 13 @430p	CM	430p-5p M-----	:30	1	\$550.00	P2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/10/12	09/16/12	M-----		1		\$550.00	0.00					
N 18	All	09/04/12	09/07/12	KRQE News 13 @530p CM KRQE News 13 @530p	CM	530p-6p -TWTF--	:30	2	\$325.00	P4	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/03/12	09/09/12	-TWTF--		2		\$325.00	0.00					
N 19	All	09/10/12	09/10/12	KRQE News 13 @530p CM KRQE News 13 @530p	CM	530p-6p M-----	:30	1	\$325.00	P4	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/10/12	09/16/12	M-----		1		\$325.00	0.00					
N 20	All	09/04/12	09/07/12	LN M-F M-F KRQE News 13 @10p	CM	10p-1035p -TWTF--	:30	3	\$550.00	P5	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/03/12	09/09/12	-TWTF--		3		\$550.00	0.00					
N 21	All	09/10/12	09/10/12	LN M-F M-F KRQE News 13 @10p	CM	10p-1035p M-----	:30	1	\$550.00	P5	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/10/12	09/16/12	M-----		1		\$550.00	0.00					
N 22	All	09/08/12	09/08/12	LN Sa Sa KRQE News 13@10	CM	10p-1035p -----S-	:30	1	\$325.00	P5	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/03/12	09/09/12	-----S-		1		\$325.00	0.00					
N 23	All	09/09/12	09/09/12	LN Su Su KRQE News 13@10	CM	10p-1035p -----S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/03/12	09/09/12	-----S		1		\$500.00	0.00					
												Totals	42	\$11,350.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

I, ADAM TOWER,

being/on behalf of: JANICE ARNOLD-JONES, a legally

qualified candidate of the REPUBLICAN political

party for the office of: U.S. CONGRESS CD-1

in the GENERAL ELECTION

election to be held on: NOVEMBER 6th, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE	ATTACHED				

Total Charges:

\$11,350

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

JANICE ARNOLD-JONES FOR CONGRESS
PO BOX 20460 ABQ NM 87154
Vic BRUNO, TREASURER

I represent that the payment for the above described broadcast time has been furnished by:

JANICE ARNOLD-JONES FOR CONGRESS

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Vic BRUNO

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8/29/12
Date

JANICE ARNOLD-JONES
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, JANICE ARNOLD-JONES

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

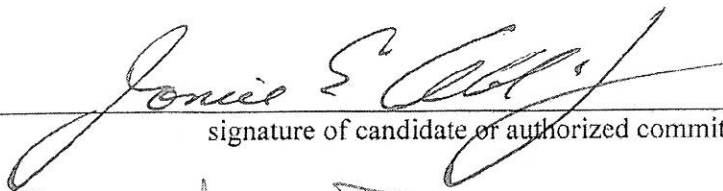
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.


signature of candidate or authorized committee

JANICE ARNOLD-JONES
printed name

8/28/12
date

REQUEST FOR POLITICAL AVAILS AND RATES

(To be filled out and kept on file for public inspection)

To: Jim Giudicessi
Station: KRQE NEWS 13/ 2 KASA
From: Adam Turner
Date: August 15, 2012

Agency: BSC, Inc
Address: 400 Gold Ave SW. 12th FL, Albuquerque, NM 87102

Phone#: 323.205.6363
Fax#:

Contact: Adam Turner

On behalf of the below candidate, the above buyer has requested avails and rates for your station. The information will be used for the following election(s):

☐ CAUCUS ☐ SPECIAL ☐ PRIMARY ☒ General

Candidate: Janice Arnold-Jones Political Party: Republican

Office: Janice Arnold-Jones for Congress

Address: 2625 Pennsylvania Avenue NE, Albuquerque NM 87110

Phone: 505-797-8030

Executive Officer: Rachelle Hadland Title: Campaign N